



DEFINING MOMENTS OF YOUR EXPERIENCE

Once you've done a [Journey Storyboard](#) of how people will experience your venture, discuss and answer the questions below as a team. This will help you identify which key aspects of your venture are most critical to a compelling experience. These defining moments need to be prototyped and tested early on.

What stands out about the experience?

What are 3 adjectives customers would use to describe the experience?

What is digitally and physically present in those moments? Who is there?

How is this better from peoples' current experience?